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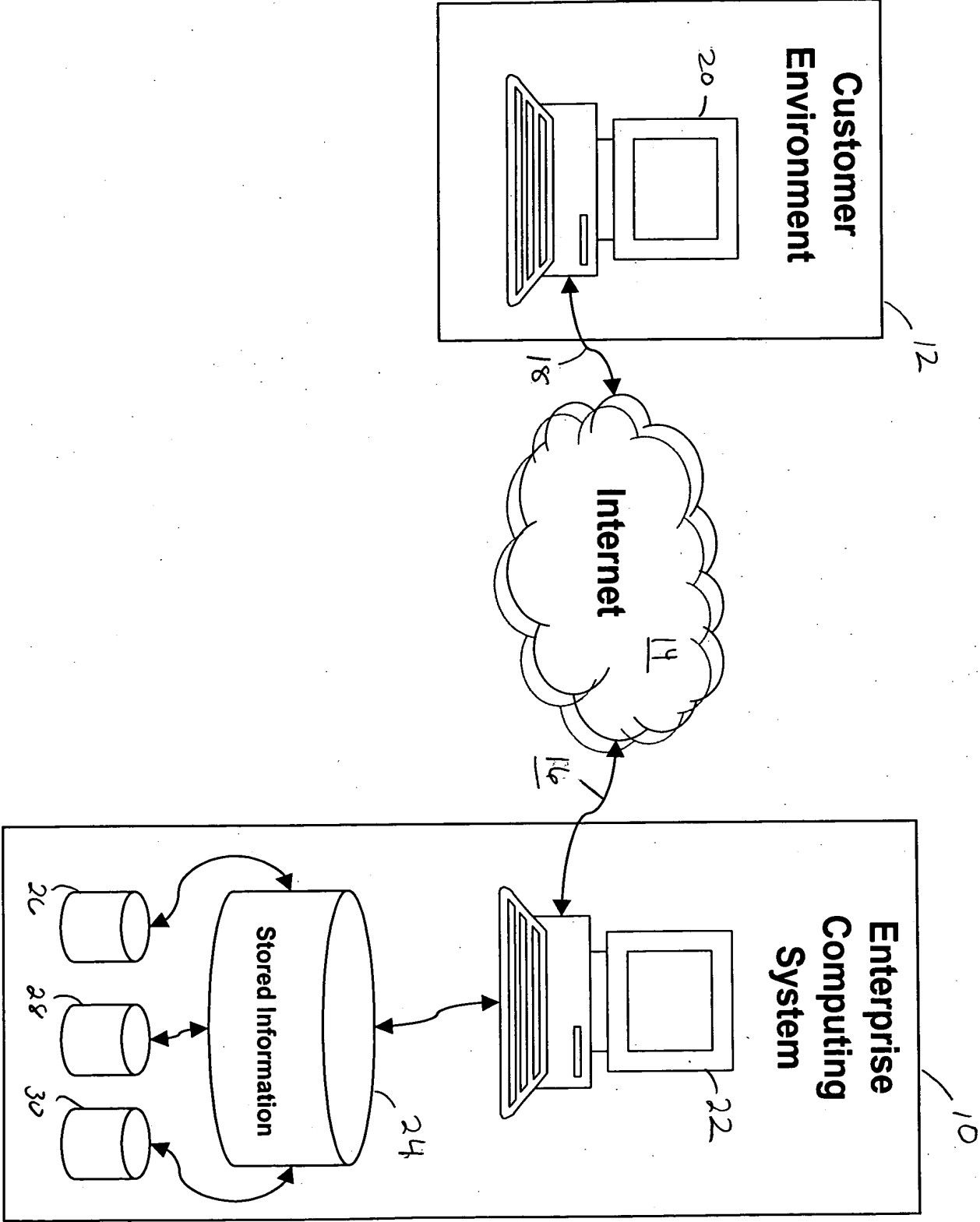


Fig. 1

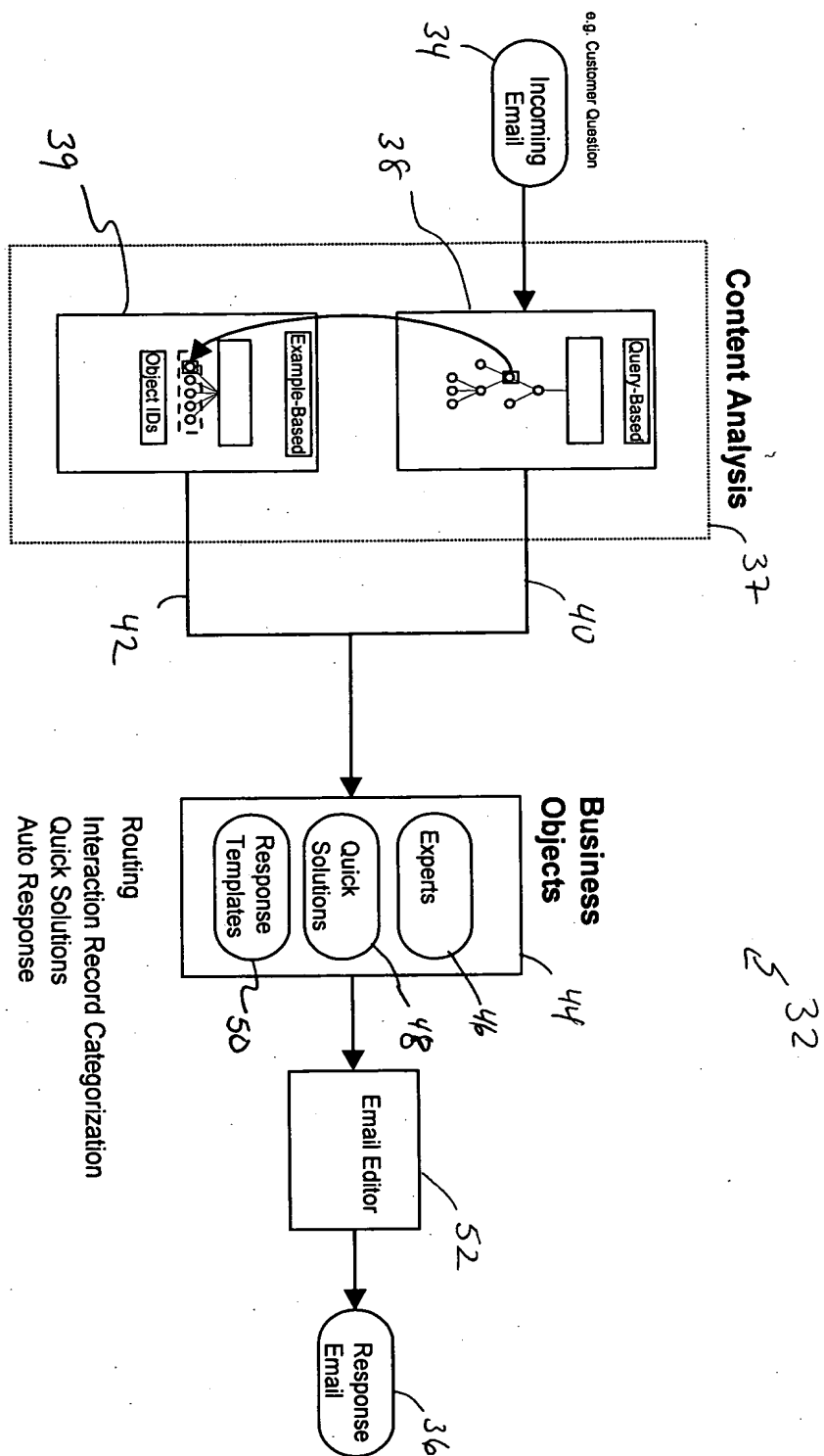


Fig. 2A

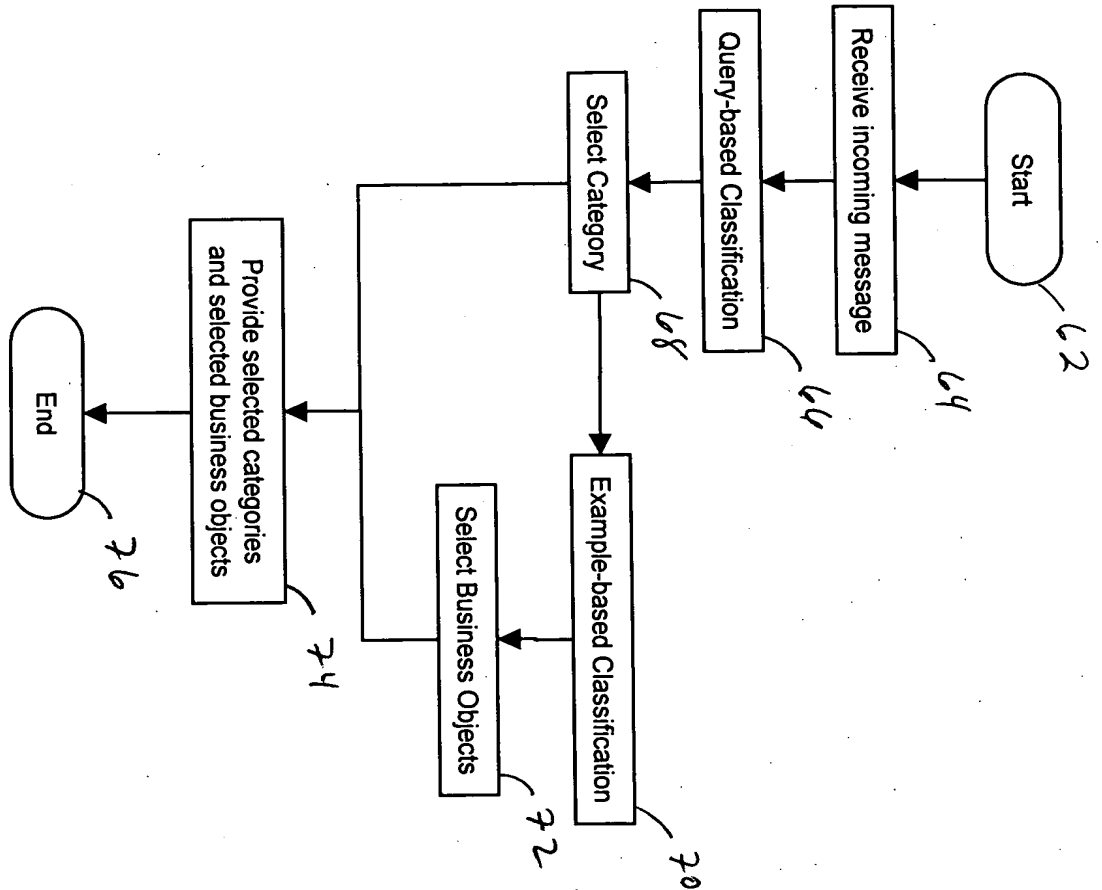


Fig. 2B

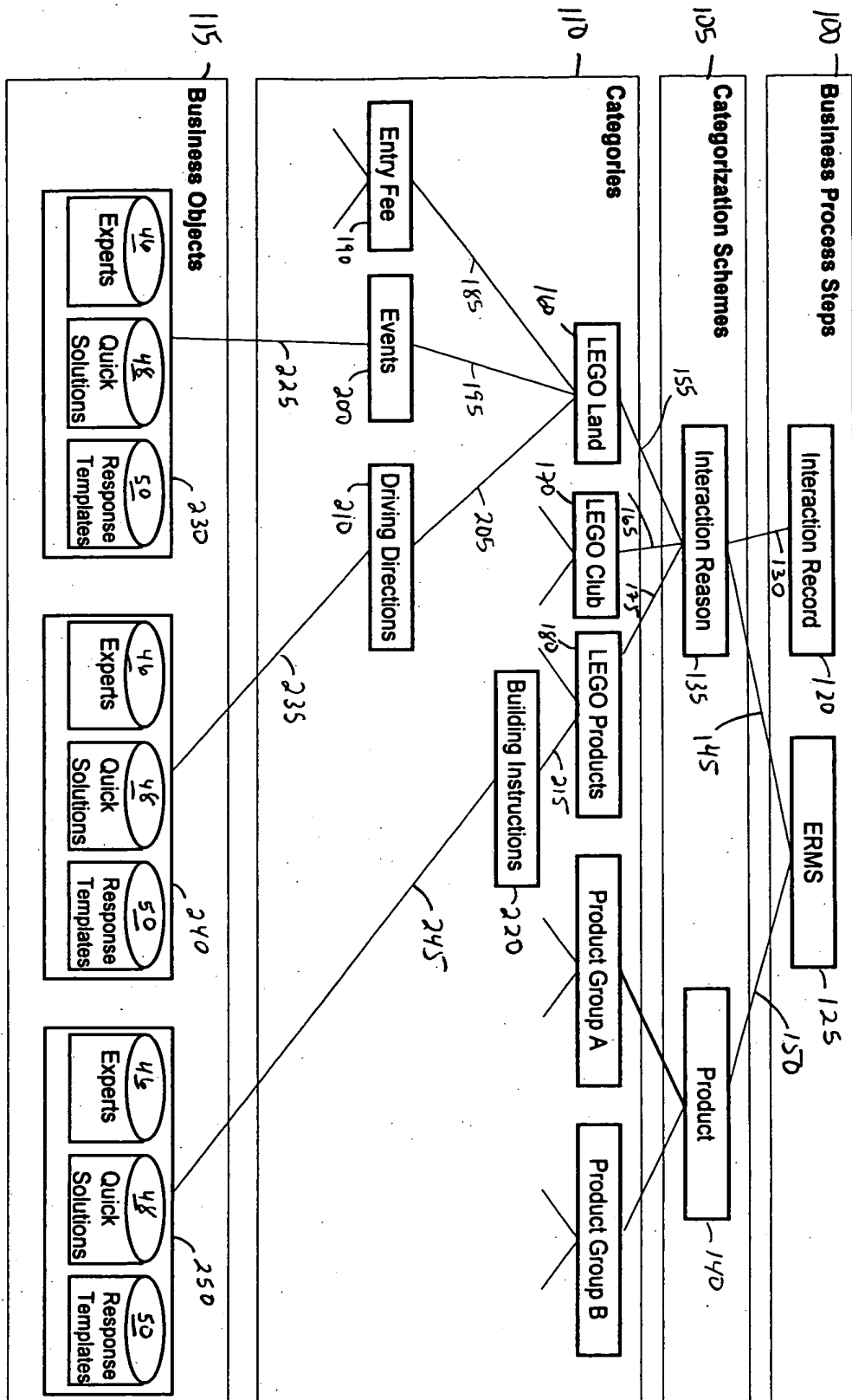


Fig. 3

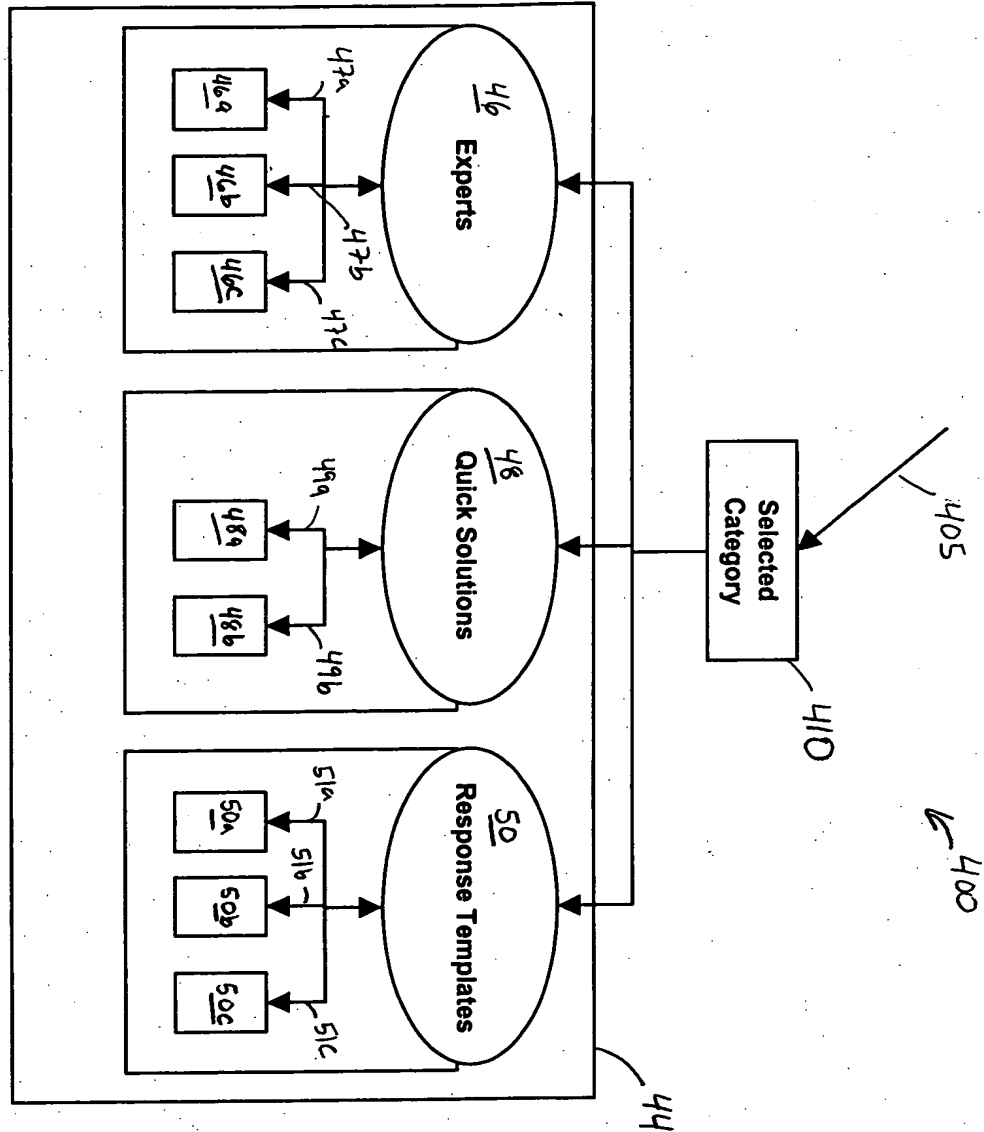


Fig. 4

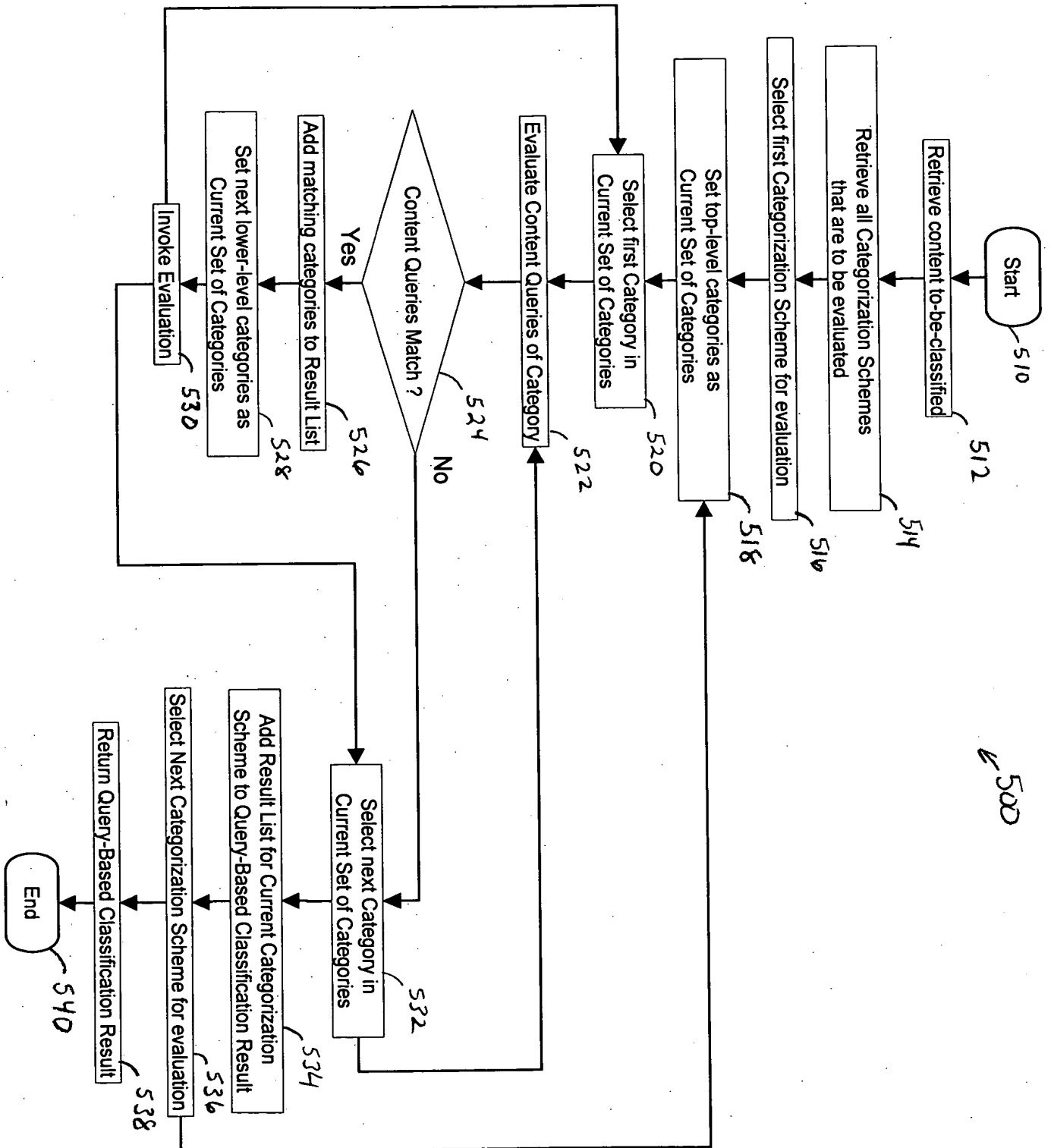


Fig. 5

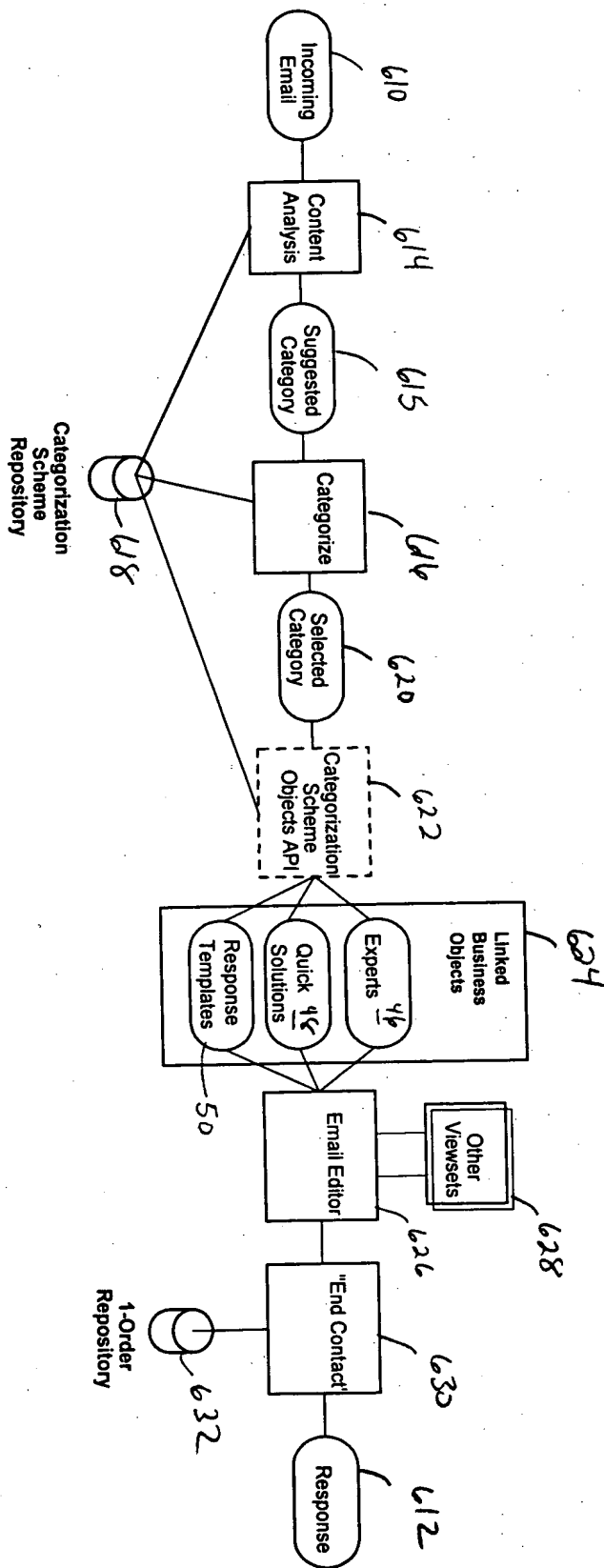


Fig. 6



Applicant(s): Christopher Ronnewinkel  
 CONTENT ANALYSIS USING CATEGORIZATION  
 EV479290550US

**Bill Frissel**  
 Martin Co. Ltd.

Accept Rejected Transfer End Dial Pad

**E-Mail**

**E-Mail**

Subject: Re: Directions to LEGOLAND

Text type / Language: HTML English

Insert Standard Response: Arial 7 (35 pt)

>Hi,  
 >Please send me the directions to LEGOLAND California.  
 >Thx, Bill Frissel

712

Save Print

**SAP**

Mail Outbound b.frissel@martin.net  
 Connected 0:05 / 0:15 Ready

**E-Mail Header**

From: p.castillo@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc: b.frissel@martin.net

Bcc: b.frissel@martin.net

Date/Time: 7/14/05 11:11 AM

**Attachments**

Document Title	Type
1/1	

**Interaction Log**

Reason	Priority	Description	Status/Result
Directions	Medium	Directions to LEGOLAND	

Interaction Record

714

FIG. 7A

This time, P.J. documents the reason for interaction first.

718

716

710

700

Bill Frissel  
Martin Co. Ltd

Accept Reject Transfer End Dial Pad

E-Mail

Subject: Re: Directions to LEGOLAND

Text type / Language: HTML English

Insert Standard Response: Directions - LEGOLAND Billund  
Directions - LEGOLAND California  
Directions - LEGOLAND Deutschland  
Directions - LEGOLAND Windsor  
More Responses.

730

>Hi,  
>Please send me the directions to LEGOLAND California.  
>Tnx, Bill Frissel

E-Mail Header

From: p.castillo@lego.com  
Reply To: service@lego.com  
To: b.frissel@martin.net  
Cc:   
Bcc:   
Date/Time:

Attachments

Document Title: Type: 1/1

Interaction Log

Reason: Directions  
Priority: Medium  
Description: Directions to LEGOLAND  
Status/Result:

Interaction Record

Save Print

SAP

Mail Outbound b.frissel@martin.net  
Connected 0:05 / 0:15 Ready

Not Ready

710

700

FIG. 7B

Now, when P.J. opens the Standard Response pull down, he sees only the relevant responses. P.J. can search for more responses if he needs to. P.J. chooses Directions to LEGOLAND California.

Applicant(s): Christopher Ronnewinkel

CONTENT ANALYSIS USING CATEGORIZATION

EV479290550US

**Bill Frissel**  
**Martin Co. Ltd.**

Accept Reject Transfer End Dial Pad

**E-Mail**

**Subject** 730 **Re:** Directions to LEGOLAND

**Text type / Language** HTML English

**Insert Standard Response** Directions - LEGOLAND California Go

**E-Mail**

**From** p.castillo@lego.com

**Reply To** service@lego.com

**To** b.frissel@martin.net

**Cc**

**Bcc**

**Date/Time**

**Attachments**

**Document Title** Type

**Interaction Log**

**Reason** Directions

**Priority** Medium

**Description** Directions to LEGOLAND

**Status/Result**

**Save** **Print**

**LEGO**

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND

From North San Diego County Inland:

Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND

From North San Diego South Bay Area:

Take 5 South to Cannon Road East, and follow signs to LEGOLAND

From East San Diego County, Hotel Circle:

Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

**Mail Outbound** b.frissel@martin.net  
**Connected** 0:05 / 0:15 **Ready**

**SAP**

FIG. 7C

P.J. personalizes the message and sends it to Mr. Frissel.

Bill Frissel  
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

Subject: Re: Lego exclusive sets catalog request

Text type / Language: HTML English

Insert Standard Response

Membership  
Catalog Request  
Subscription Enquiry  
Publication request  
Event list  
Greeting  
Order Status

>Hi,  
>Please send me the prod  
>Lego sets.  
>Tnx, Bill Frissel

730

712

Save Print

E-Mail Header

From: p.castillo@lego.com  
Reply To: service@lego.com  
To: b.frissel@martin.net  
Cc: b.frissel@martin.net  
Bcc:   
Date/Time:

Attachments

Document Title: Type: 1/1

Interaction Log

Reason  
Priority  
Description  
Status/Result

Interaction Record

Add Delete

710

700

FIG. 8A

718

P.J. decides to look for a Standard Response. He does not see the response he is looking for in the short list, so he selects More Responses to access all of the Standard Responses available company wide.

[illegible]

**FIG. 8B**

**P.J. wants to see what categories exist under Interaction Reason.**

Bill Frissel  
Martin Co. Ltd.

Account: Retail  
Transfer: E-MAIL  
Email: b.frissel@martin.net  
Connected: 0:05 / 0:15  
Ready

E-Mail

More Responses - Search

Show me standard responses with

Interaction Reason  
With this title

Language

Search

Clear

Value Help Selection

Search Criteria

Interaction Reason

Language

Search

Clear

Close

Search Criteria

Results

Results	Created By
LEGO Club	Refers to the exclusive ..
LEGO Land	Enquires regarding the ..
• Driving Directions	Enquires requesting ..
• Entry Fee	Requests to clarify entry ..
• Events	Request to know current ..
LEGO Products	Category enumerating the ..

Add to Invoices

Cancel

FIG. 8C

The tree of categories  
under Interaction  
Reason are displayed  
to P.J. and he selects  
Driving Directions.

Bill Fritsnel  
 Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

More Responses - Search

Show me standard responses with

Interaction Reason  
 With this title  
 Language

Driving Directions

Search Clear

820

Results

Title	Category	Created On	Created By
Directions - LEGOLAND Billund	Directions	chavez	09.01.2003
Directions - LEGOLAND California	Directions	chavez	09.01.2003
Directions - LEGOLAND Deutschland	Directions	chavez	09.01.2003
Directions - LEGOLAND Windsor	Directions	chavez	09.01.2003

Cancel

FIG. 8D

He searches based on the Category Driving Directions and sees the Standard Responses available under this category. He could also choose to search based on other Search Criteria



832

Bill Frissel  
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0:05 / 0:15 Ready  
b.frissel@martin.net

SAP

E-Mail

Standard Response - Detail

Title	Directions LEGO Land California
Category	Directions
Created by	Chavez
Created on	09.25.2003
Preview	

LEGO

Hi Bill,  
Here are the directions  
LEGOLAND California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.  
From North San Diego County  
Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND  
From North San Diego County Inland  
Take 15 North or South to 78 West to 6 South, then take Cannon Road East and follow signs to LEGOLAND  
From North San Diego South Bay Area  
Take 5 South to Cannon Road East, and follow signs to LEGOLAND  
From East San Diego County, Hotel Circle  
Take 8 West to 6 North to Cannon Road East, then follow signs to LEGOLAND  
Thanks and best regards,  
P.J. Costello  
Customer Service Representative

Cancel

FIG. 8E

830

After reading the description, P.J. decides to insert this response into her email.



Bill Frissel  
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject: Re: Directions to LEGOLAND

Text type / Language: HTML English

Insert Standard Response: Directions - LEGOLAND California Go

7:36 PM

LEGO

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND

From North San Diego County Inland:

Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND

From North San Diego South Bay Area:

Take 5 South to Cannon Road East, and follow signs to LEGOLAND

From East San Diego County, Hotel Circle:

Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Save Print

E-Mail Header

From: pl.cas@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc:

Bcc:

Date/Time:

Attachments

Document Title: Type: 1/1

Interaction Log

Reason: Directions

Priority: Medium

Description: Directions to LEGOLAND

Status/Result:

Interaction Record

Add Delete

FIG. 8F

P.J. personalizes the message and sends it to Mr. Frissel.

718

710

700

**Bill Fritsnel**  
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject: Re: KRIKORI NUI building instructions

Text type / Language: HTML English

Insert Standard Response: Go

7/10

700

E-Mail Header

From: p.casillio@lego.com

Reply To: service@lego.com

To: b.fritsnel@martin.net

Cc: b.fritsnel@martin.net

Bcc:

Date/Time:

Attachments

Document Title:

Type:

1/1

Interaction Log

Interaction Record

Reason: Building Instructions - KRIKORI NUI

Priority: Medium

Description: KRIKORI NUI building instructions

Status/Result:

Save Print

912

>Hi,  
>Could you please send me the KRIKORI NUI building  
>Instructions?  
>Tnx, Bill Fritsnel

P.J. documents the reason  
for interaction first and  
Saves it.

718

FIG. 9A

920

**Bill Ffissel**  
**Martin Co. Ltd.**

**2 Automatically Proposed Solutions Available**

Mail Outbound Connected 0:05 / 0:15 b.ffissel@martin.net Ready

Accept Reject Transfer End Dial Pad

**E-Mail**

**E-Mail**

Subject: Re: KRIKORI NUI building instructions

Text type / Language: HTML English

Insert Standard Response: Arial 7 (36 pt)

>Hi,  
>Could you please send me the KRIKORI NUI building  
>instructions?  
>Tnx, Bill Ffissel

**E-Mail Header**

From: p.castillo@lego.com  
Reply To: service@lego.com  
To: b.ffissel@martin.net  
Cc:   
Bcc:   
Date/Time:

**Attachments**

Document Title: Type: 1/1

**Interaction Log**

**Interaction Record**

Reason	Priority	Description	Status/Result
Building Instructions - KRIKORI NUI	Medium	KRIKORI NUI building instructions	

Save Print

FIG. 9B

718

Immediately, PJ is alerted that the system has located some Solutions that may be helpful.

Bill Frissel  
Martin Co. Ltd.

2 Automatically Proposed Solutions Available

Mail Outbound Connected 0:05 / 0:15 Ready b.frissel@martin.net

Accept Reject Transfer Hold Unhold Hang Up Dial Transfer End Dial Pad

Knowledge Search 932

Search Criteria

Text Search | Attribute Search

Database Language

Search Terms Paste Import from Scratch Pad

Kirkon Nul building Instructions

Exact Phrase

Exclude Terms

Search Clear

Search Refinement

Refine Find Related

Search Results

Title	Relevancy
Kirkon Nul step-by-step building Instructions	100%
Kirkon Nul product description	85%

Add to Cart Show Suggestions Hide Suggestions

Cart

Title	Feedback	Status
Kirkon Nul step-by-step building Ins..	Successful	

Export to Case Remove

1/1

FIG. 9C

P.J. is happy to see the document he wants automatically proposed to him. He adds it to his cart and emails it.

Applicant(s): Christopher Ronnewinkel  
 CONTENT ANALYSIS USING CATEGORIZATION  
 EV479290550US

**Bill Frissel**  
**Martin Co. Ltd.**

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0:05 / 0:15 Ready b.frissel@martin.net

**E-Mail**

Subject: **730** Re: KRIKORI NUI building instructions

Text type / Language: HTML English

Insert Standard Response: building instructions request Go

**E-Mail**

From: p.castillo@lego.com  
 Reply To: service@lego.com  
 To: b.frissel@martin.net  
 Cc:   
 Bcc:   
 Date/Time:

**Attachments**

Document Title	Type
LEGO Krikori Nui building instructions	1/1

**E-Mail Header**

Mr. Frissel,  
 The building instructions you requested are attached. Have fun building with LEGO!

**LEGO**

Kind Regards,  
 P.J. Castillo  
 Customer Service Representative

**940**

>Hi,  
 >Please send me the product catalogue for the exclusive  
 >Lego sets.  
 >Tnx, Bill Frissel

**912**

Save Print

**Interaction Log**

Reason	Priority	Description	Status/Result
Building Instructions - KRIKORI NUI	Medium	KRIKORI NUI building instructions	

**Interaction Record**

Add Delete

FIG. 9D

- Predefines rules populate email with an auto-response
- If auto response is incorrect the agent can delete email and start over
- Body of email remains editable so agents can add or remove additional info.

P.J. personalizes the email and sends it to Mr. Frissel.

942

718

710

700

1000

ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show My favorites Get Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

1001

Name	Description
Categories	Root
Interaction Reason	The reason for Customer Contacting LEGO
LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
LEGO Land	Enquires regarding the Lego Land
Driving Directions - 210	Enquires requesting driving directions
Entry Fee	Requests to clarify entry fee
Events	Request to know current events at Lego Land
LEGO Products	Category enumerating the wide range of Lego products
LEGO Org Chart	The organizational Chart of LEGO

1002

1003

1005

1004

1006

1011

Match	Attribute - 1007	Operator - 1008	Value - 1009	Case
If	Subject and Body	contains	driving directions	<input type="checkbox"/>
Or	Subject	contains	Lego Land	<input type="checkbox"/>

1012

1/1

FIG. 10

FIG. 11

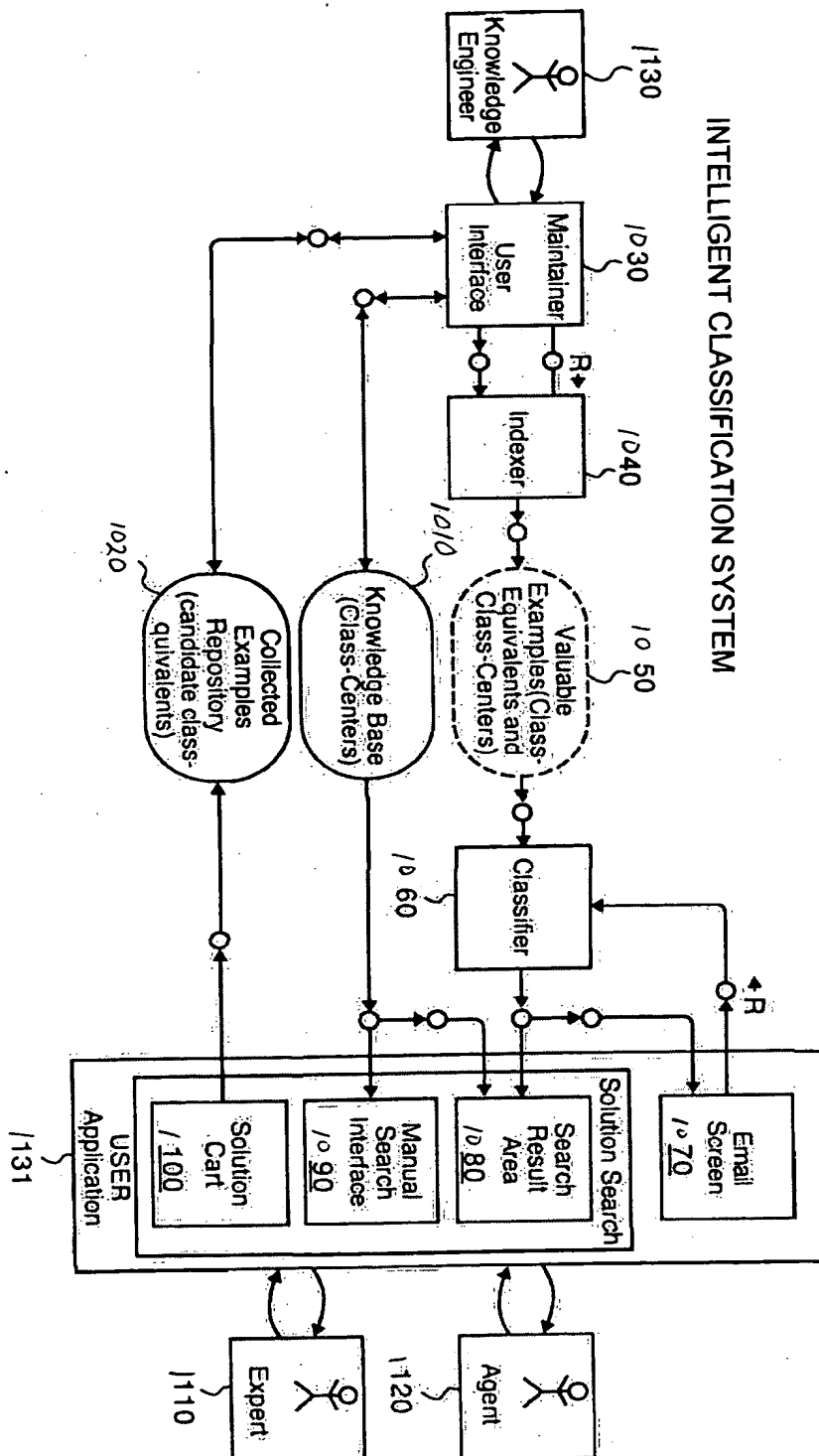


FIG. 12

## MAINTAINER USER INTERFACE

1030

ICS Maintenance 148 144 152

Show Favorite Search Go Find State New Go EAO

131 Select Create Save Delete 134 #E ques. Prob. No. Title Problem Description Page of

135 List of Problems from Knowledge Base (Class Centers)

Problem Solution

Problem Description

Description of Selected Problem (Editable)

136

Equivalents

140 Select Create Save Reassign Delete

150 State First Line List of Examples from Repository (Class Equivalent)

158 Valueable

146 Equivalent

156 Equivalent Description

Description of Selected Equivalent (Editable)

154

138

142



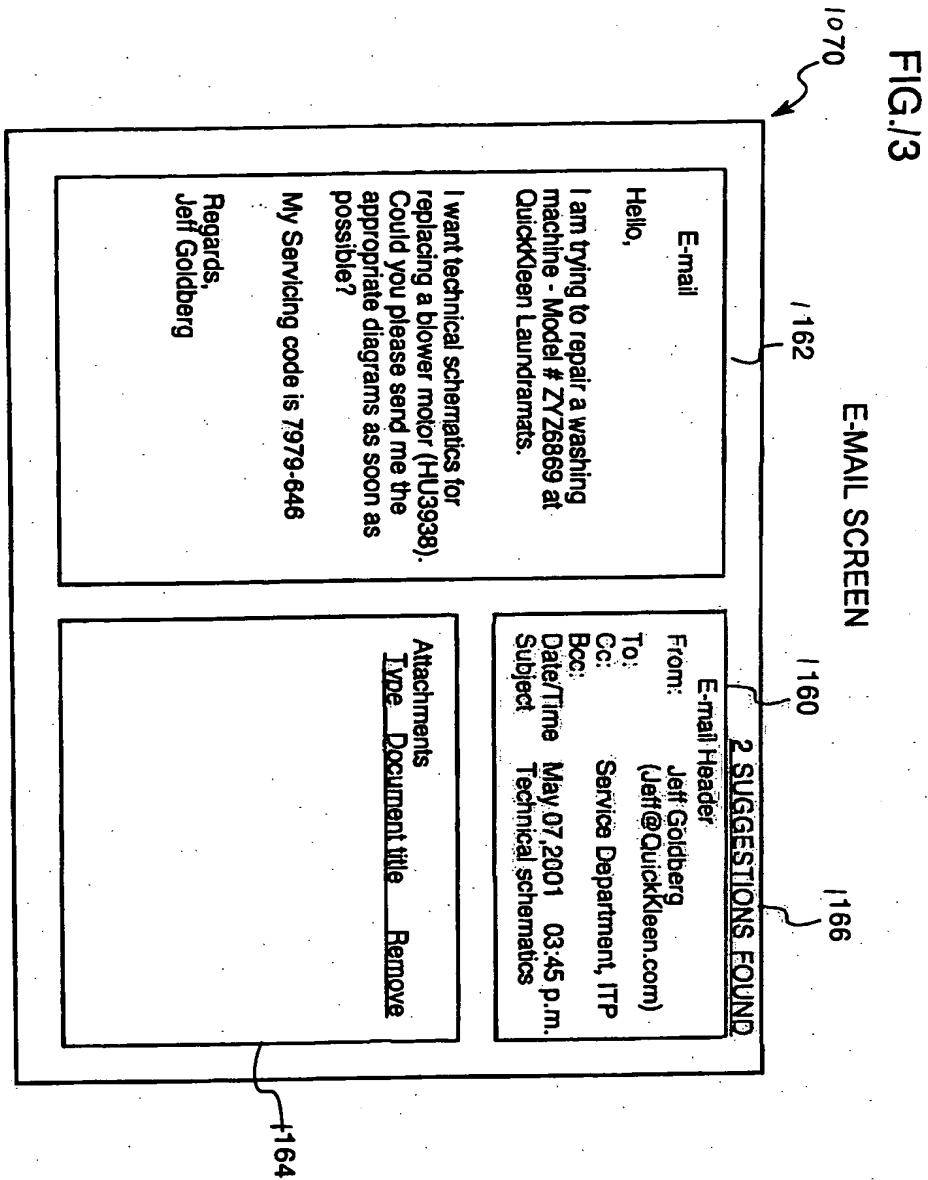


FIG. 14

## SOLUTION SEARCH DISPLAY

The interface is divided into two main sections: Search Criteria (1090) and Auto-Suggested Solutions (1170).

**Search Criteria (1090):**

- Model # ZYZ6869** (1105)
- Exact Phrase** (1171): Input field
- Exclude** (1171): Input field
- Show Solutions** (1100): Button

**Auto-Suggested Solutions (1170):**

Title	%
W Frigidaire ZYZ6869 schematics	100
-Blower Motor	
W Frigidaire ZYZ6869 schematics	100
-Drain Engine	
<b>Manual Solutions</b>	<b>%</b>
W How do I activate Blower after installation?	85
W Where can I find Tech Manual Blower HU39387?	65
W Can I get another copy of Schematic demonstrations?	25

**Solution Cart (1100):**

Title	Sent via
Frigidaire ZYZ6869 schematics	Email
- Blower Motor	
Frigidaire ZYZ6869 schematics	Email
- Drain Engine	

FIG. 15

